

**United States Department of the Interior
National Park Service**

For NPS use only

**National Register of Historic Places
Inventory—Nomination Form**

received FEB 2 1984

date entered

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic Indianapolis News Building

and/or common Goodman Jewelers Building

2. Location

street & number 30 W. Washington Street N/A not for publication

city, town Indianapolis N/A vicinity of

state Indiana code 018 county Marion code 097

3. Classification

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture <input type="checkbox"/> museum
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial <input type="checkbox"/> park
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational <input type="checkbox"/> private residence
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment <input type="checkbox"/> religious
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government <input type="checkbox"/> scientific
	<input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial <input type="checkbox"/> transportation
	N/A	<input type="checkbox"/> no	<input type="checkbox"/> military <input type="checkbox"/> other:

4. Owner of Property

name Goodman Jewelers, Inc.

street & number 30 W. Washington Street

city, town Indianapolis N/A vicinity of state Indiana 46204

5. Location of Legal Description

courthouse, registry of deeds, etc. Marion County Recorder
Rm. 721-41 City-County Building
street & number 200 E. Washington St.

city, town Indianapolis state Indiana 46204

6. Representation in Existing Surveys

Survey Report for Indianapolis/Marion County
title (See continuation sheet) has this property been determined eligible? yes no

date September 21, 1977 federal state county local

depository for survey records Indianapolis Historic Preservation Commission,
Room 1821, City-County Building, 200 E. Washington St.

city, town Indianapolis state Indiana 46204

7. Description

Condition

excellent
 good
 fair

deteriorated
 ruins
 unexposed

Check one

unaltered
 altered

Check one

original site
 moved date _____

Describe the present and original (if known) physical appearance

The Indianapolis News Building (now the Goodman Jewelers Building) is a ten story brick and terra cotta commercial structure on the north side of West Washington Street (Photo 3). To the west is the Griffith Block (1872). The Taylor Carpet Building (1897) abuts the News Building to the east.

The south entrance facade is three bays wide and is faced with white vitrified marbled surface terra cotta, designed in the Neo-Gothic style by the Chicago architect, Jarvis Hunt (1859-1941). The vertical composition of the facade is divided into three parts-- base, shaft, and cornice.

The first and second floors of the base unit have been altered (1949). The original terra cotta surface has been faced with polished granite panels (Photos 4 and 5) which now serve as the store's "Goodman Jewelers" signboard. The recessed first floor street level entrance is off-center to the west. Green marble veneering faces the walls of the display cases. The entrance door has a classical pediment. A second entrance to the east (also altered) leads to the elevator foyer.

The third through tenth floors of the south facade are intact. The fenestration is framed by continuous vertical shafts of Neo-Gothic style colonettes. The 1/1 wood sash plate glass windows are separated at each floor level by molded, recessed spandrel panels. At the tenth floor a corbeled terra cotta balcony projects slightly from the plane of the wall. The parapet is decorated with lozenges and pendants of Gothic origin. The window lintels at the tenth story are compressed Tudor-like arches. The south facade is terminated by a floral leaf cornice and crenelated roof parapet (Photo 6) detailed with paterae and obelisk-like finals (Photo 7).

The News Building is ten bays deep. The rear (north) and side (east and west) facades are faced with brick, with terra cotta quoins framing the southernmost bay. The first floor windows along the west alleyway (Bird Street) have been bricked closed. The windows of the upper floors are double-hung, 1/1 wood sash with terra cotta sills. The terra cotta cornice along the south entrance facade continues around the other three sides of the building.

The interior of the News Building has been altered from time to time to fit the needs of the owners, but much of the original, quarter-sawn oak woodwork, tile, and architectural hardware remain. The structure was constructed of fireproof skeleton steel with terra cotta casings used for all structural members and floors, and fireproof wire-glass windows were specified. The entire ground floor was occupied by The News as a counting room. The editorial departments occupied the upper levels. The building is structurally sound.

8. Significance

Period	Areas of Significance—Check and justify below			
..... prehistoric archeology-prehistoric community planning landscape architecture religion
..... 1400-1499 archeology-historic conservation law science
..... 1500-1599 agriculture economics literature sculpture
..... 1600-1699	X architecture education military social/
..... 1700-1799 art engineering music humanitarian
..... 1800-1899 commerce exploration/settlement philosophy theater
X 1900-	X communications/ (Newspapers) industry politics/government transportation
	 invention	 other (specify)

Specific dates 1909-10 **Builder/Architect** Bedford Stone & Construction Co.--Builder/
Jarvis Hunt, Architect

Statement of Significance (in one paragraph)

The Indianapolis News Building at 30 West Washington Street (Map 1) is significant in the areas of architecture, commerce, and communications/newspapers. Architecturally, the News Building is an outstanding example of an early 20th century commercial, highrise terra cotta office building in the Neo-Gothic style. The architect was Jarvis Hunt (1859-1941), of Chicago, nephew of the distinguished New York Beaux-Arts architect, Richard Morris Hunt (1827-1895). As the city's first evening paper, the building's first occupant, The News, has contributed significantly to the commerce and communications/newspapers areas of the economic development of Indianapolis.

Architecture. Delavan Smith (1861-1922), prominent Lake Forest, Illinois, and Indianapolis businessman and journalist, and owner of The News since 1906, chose Jarvis Hunt, of Chicago, as the architect to design the newspaper's new office building to be constructed on the site of an earlier 1848 structure (Photo 1). Jarvis Hunt was born in Vermont, the son of Leavitt Hunt, who was the brother of New York Architect Richard Morris Hunt. Jarvis was educated at Harvard and America's first architectural school, M.I.T. In 1893 he went to Chicago to supervise the construction of the Vermont State Building for the World's Columbian Exposition, and subsequently established a prominent architectural practice which included such national commissions as the Kansas City Union Terminal, the Newark, New Jersey, City Museum, and the Great Lakes Naval Training Station at Oak Bluffs, Illinois.

In 1903 or 1904 Delavan Smith moved the offices of The News to the Griffith Block next door. In July and August of 1909 the 1848 structure at 30-32 West Washington was demolished, and in September, 1909, construction was begun on Hunt's design (Photo 2). The Bedford Stone and Construction Company, whose offices were at 814 Traction Terminal, was chosen as general contractor. Brown-Ketcham Iron Works, at 2549 West Washington Street, was awarded the steel contract. Described in The Indianapolis News of November 11, 1909, the building was to be constructed of fireproof skeleton steel with terra cotta casings for all the structural members and floors. Fireproof wire-glass windows were to be used in the offices. Completely wired for electric light and power, telephone and telegraph service, and equipped with direct and indirect method steam heat, Hunt's building was ten stories high with a 13-foot basement. The exterior of the Neo-Gothic style was constructed of indented white vitrified terra cotta of marbled surface, which Hunt claimed was easily washed free of dust and smoke and thus kept fresh and clean looking. The structure was reported in The News of November 11, 1909, as valued at \$195,000. Occupancy was projected for April, 1910.

Because the Indianapolis Terra Cotta Company was the only terra cotta manufacturer in the city, and because Indianapolis News readers were assured that all contracts for construction of The News building would be given to city firms, it is probably safe to assume that the Indianapolis Terra Cotta Company received the contract for the terra cotta on the building. The company, part of the much larger Northwest Terra Cotta Company, located in Minneapolis, produced terra cotta from the 1880's until early in

9. Major Bibliographical References

See continuation sheet

10. Geographical Data

Acreeage of nominated property Less than one acre

Quadrangle name Indianapolis West

Quadrangle scale 1:24000

UTM References

A

1	6	5	7	2	0	2	0	4	4	0	2	0	6	0
Zone				Easting				Northing						

B

Zone				Easting				Northing						

C

Zone				Easting				Northing						

D

Zone				Easting				Northing						

E

Zone				Easting				Northing						

F

Zone				Easting				Northing						

G

Zone				Easting				Northing						

H

Zone				Easting				Northing						

Verbal boundary description and justification

The West Half of Lot 7 in Square 55 of the Donation Lands of the City of Indianapolis. Parcel Number 1-01-1045923.

List all states and counties for properties overlapping state or county boundaries

state N/A code county code

state code county code

11. Form Prepared By

name/title Samuel A. Roberson & Associates for

organization Goodman Jewelers, Inc. date November 18, 1983

street & number 4611 N. Pennsylvania St. telephone 317/283-1979

city or town Indianapolis state Indiana 46205

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

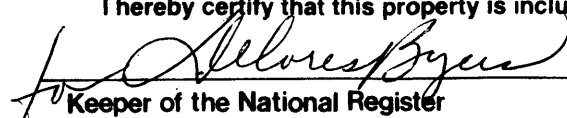
As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature 

title Indiana State Historic Preservation Officer date 1-27-84

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I hereby certify that this property is included in the National Register

 Entered in the date 3/1/84
National Register
Keeper of the National Register

Attest: _____ date _____

Chief of Registration

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Continuation sheet Indianapolis News Building Item number 6

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The Indianapolis News Building was determined eligible as part of the Union Station Historic District on December 31, 1979.

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Continuation sheet Indianapolis News Building Item number 8

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the 1940's. The material was extremely popular with architects and building owners in the city; its adaptability to rich ornamentation and reasonable cost appealed to both. The material only fell from popularity when architectural tastes moved to the more simple building lines of mid-century. In the first quarter of the 20th century, many downtown buildings were constructed of terra cotta, and many of them survive. In the two blocks of Washington Street surrounding The Indianapolis News Building, there are six terra cotta structures, including the Indiana Theatre.

The Indianapolis News Building is thought to be the earliest surviving example of a terra cotta, Neo-Gothic style structure in the business district. A very popular style in the city for terra cotta buildings of the 1920's, the Neo-Gothic style found here is more simple and restrained than its successors.

Communications/Newspapers. The Indianapolis News dated from December 7, 1869, and its foundation as the city's first evening paper by John Holliday (1846-1921), then a young reporter for the Indianapolis Sentinel. The News has been significant in the commercial development of Indianapolis and for its long historical role as one of the city's leading newspapers. Holliday's fledgling enterprise was based on three innovative concepts. The first was a totally independent editorial policy approach, addressing the issues of the day directly and with a definite stand without political alignment. The second concept was low cost--two cents an issue--which made The News the first two-cent newspaper west of Pittsburgh. And thirdly, Holliday insisted on the fastest publication of current news possible. Posted on the street level office windows, an "Extra" was published the evening of December 6 before the first edition of December 7, when General Grant delivered an address to Congress a day earlier than scheduled.

The News grew steadily. In 1880, The News moved from East Market Street to 30-32 West Washington, built in 1848 by Hervey Bates and once known as Temperance Hall. In 1892 the circulation was 25,000, when Holliday sold the paper to William Henry Smith, ten year manager of the Associated Press in Chicago, his son, Delavan, and his brother-in-law, Charles N. Williams, a former editorial writer for the Atlantic Monthly. Smith made Williams editor of The News. When Smith died in 1896, his son, Delavan, took control of the paper from his bachelor home in Lake Forest, Illinois. Under Delavan Smith, The News continued to grow. Hilton U. Brown was General Manager. Following Holliday's original policy of facing the issues head-on, The News actively and loudly questioned the construction of the Panama Canal, which so infuriated President Theodore Roosevelt that in 1909 Smith and The News were sued for libel. The paper successfully fought back and the suit was dropped, but the historic decision became an important precedent in later United States libel suits.

Delavan was a cousin of Charles Warren Fairbanks, a former Vice-President under Theodore Roosevelt and Senator from Indiana. In 1918, when Fairbanks died, it was revealed publically that the Fairbanks estate owned a substantial interest in the ownership of the newspaper. Upon Delavan Smith's death in 1922, the Fairbanks children bought complete control and hired Warren C. Fairbanks as publisher. During the Fairbanks era, the city editor, Walter McCarty, won the 1932 Pulitzer Prize for his 18-month campaign to eliminate wasteful government spending at all levels in Indiana.

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Continuation sheet Indianapolis News Building Item number 8

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In 1948 Eugene C. Pulliam purchased the controlling interest in The News from the Fairbanks family, and immediately began consolidation with the city's morning paper, The Indianapolis Star. As new publisher, Pulliam moved The News out of 30 West Washington Street in September, 1949, thus ending some 69 years of The Indianapolis News at this site. In August, 1949, Goodman Jewelers purchased The News building, and remodeling was carried out on the entrance facade by Foster Engineering, Architects, Engineers, and Builders. Goodman Jewelers has occupied the building continuously since 1949.

- Baker, Paul R. Richard Morris Hunt. Cambridge, Massachusetts: The MIT Press, 1980.
- Cottman, George S. Indiana Biographical Scrapbook. 9 Volumes. Indianapolis, 1880-1935.
- "Delavan Smith." Who Was Who in America: 1897-1942. Volume 1. Chicago: A.N.Marquis Company, 1943.
- Hyman, Max, editor. Hyman's Handbook of Indianapolis. Indianapolis: M.R.Hyman Company, 1909.
- Indianapolis Building Permits: 1895-1909. Microfilm. City-County Building: Indianapolis, 1983.
- Indianapolis News. November 11, 1909.
- "The News Outgrew Seven Homes" Indianapolis News. December 6, 1969.
- Polk's Indianapolis City Directory: 1895-1909.
- Withey, Henry F., and Rathburn, Elsis. Biographical Dictionary of American Architects. Los Angeles: Hennessey & Ingalls, Inc., 1970.
- "Wrecker Making Way for New Home of News." Indianapolis News. July 6, 1909.
- "Youthful Enterprise Helped Build News." Indianapolis News. December 6, 1969.